CHARGE NUMBER: 2100

PROJECT TITLE: New Products

PROJECT LEADER: W. G. Houck, Jr.

PERIOD COVERED: August, 1981

I. NEW PRODUCTS

A. MUL 100

Production start-up of both regular and menthol versions of the Merit Ultra Lights 100 mm began on August 17, 1981. Both cigarettes have been running well and meeting target specifications. Market distribution is scheduled for early October, 1981.

B. Project CAM II/III

Preliminary specifications for Project CAM II 85 mm (1 mg Cambridge with grooved filter) have been readied for possible test market start-up. Modeling for the 100 mm version is in progress with consumer testing to follow.

Particle fall-out continues to be a concern with the $Mg(OH)_2$ flavor carrier used in the CAM III phase of this project. In light of this, more emphasis will be placed on improving the special flavor release carbon from Pittsburg. Detectable flavor release has now been demonstrated after two cycles of accelerated aging with both flavor carriers.

C. Project GROW

VP testing[1] of a 0.5 mg Project GROW candidate vs. Barclay was completed. However, due to low smoker group returns and inconsistencies in the data, this test is being rescheduled with a larger panel. The VP test[2] of the 0.5 mg Project GROW vs. the MF-5 candidate is ready for shipment.

II. INSTRUMENTATION

A. Tipping Permeability Instrument (TIPPER)

This instrument involves the combining and updating of the PDI instrument and the tipping paper pressure drop clamp. With the new combined instrument, designed specifically for tipping, both sides of the perforated tipping can be measured simultaneously. A prototype model has been fabricated with additional modification in progress.

III. REFERENCES

[1] VP 4789
[2] VP 4795

W. G. Houck, Jr.

WGH/lad

2022151451

Source: https://www.industrydocuments.ucsf.edu/docs/hhxm0000